

FDA

Center for Tobacco Products

Overview on Smoking Cessation Education Posters



FDA

Introduction

Thank you for your interest in FDA's free smoking cessation education posters. FDA Center for Tobacco Products developed these posters, available in both English and Spanish, as part of the agency's ongoing efforts to reduce the enormous public health burden of tobacco use.

[Cigarettes](#) are responsible for the vast majority of tobacco-related disease and death in the United States. These posters include messaging based on research that shows it often takes smokers multiple quit attempts to achieve long-term cessation. FDA uses positive, motivational messaging to underscore the health benefits of quitting and encourage smokers to keep trying until they quit cigarettes for good.

This document provides:

- Information on how to access the posters and request to co-brand them
- An overview of the posters in English and Spanish that are tailored for diverse audiences, including LGBTQ+ smokers
- Sample newsletter content you can use to promote the posters



ACCESSING AND CO-BRANDING POSTERS

These posters are available on the [Tobacco Education Resource Library](#) for partners to use as part of their cessation promotion efforts. You can order, print, or download posters and start sharing them today.

Additionally, interested stakeholders can request to co-brand the posters by adding your organization's logo. If you're interested in co-branding, please visit the Tobacco Education Resource Library to learn more about submitting your request to FDA.



Posters

General Audience (18+)

Posters include positive messaging designed for a general audience to help reframe the concept of failure and inspire smokers to keep trying to quit. All posters are sized to 24in x 36in (width x height).

These four posters include the same copy with different talent represented.



Cigarette Cessation,
You Didn't Fail at Quitting 1



Cigarette Cessation,
You Didn't Fail at Quitting 2



Cigarette Cessation,
You Didn't Fail at Quitting 3



Cigarette Cessation,
You Didn't Fail at Quitting 4

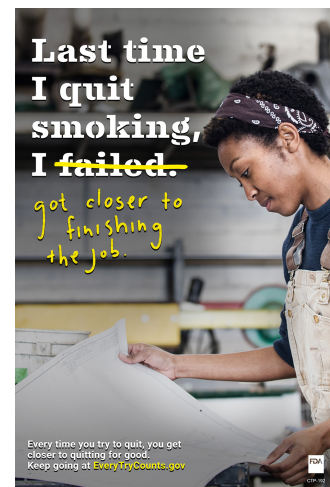
These three posters include the same copy with different talent represented.



Cigarette Cessation,
I Got Closer to Finishing the Job 1



Cigarette Cessation,
I Got Closer to Finishing the Job 2



Cigarette Cessation,
I Got Closer to Finishing the Job 3

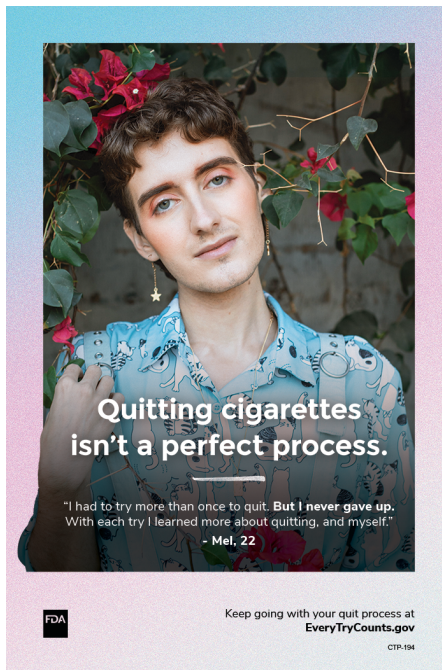
Posters

LGBTQ+ Audience (18+)

Posters include messaging designed to help reframe the concept of failure to inspire smokers to keep trying to quit with imagery specifically tailored to LGBTQ+ audiences. All posters are sized to 24in x 36in (width x height).



**Cigarette Cessation,
Quitting Isn't a Perfect Process 1**



**Cigarette Cessation,
Quitting Isn't a Perfect Process 2**



**Cigarette Cessation,
Quitting Isn't a Perfect Process 3**



Posters

Graphics Only (18+)

In addition to posters tailored for specific audiences, FDA created graphics-only resources for a general adult audience. These posters feature messages underscoring that quitting is a process and that it takes most smokers multiple attempts to quit for good. All posters are sized to 24in x 36in (width x height). Please note, the red featured in these posters is darker when printed.



Cigarette Cessation,
Quitting Takes Practice



Cigarette Cessation,
Quitting Is a Process



Spanish-Language Posters

General Audience (18+)

These posters include positive messaging designed for a general Spanish-speaking audience to help reframe the concept of failure and inspire smokers to keep trying to quit. All posters are sized to 24in x 36in (width x height).

These two posters include the same copy with different talent represented.



Cigarette Cessation,
You Didn't Fail at Quitting 2 (Spanish)



Cigarette Cessation,
You Didn't Fail at Quitting 5 (Spanish)

These two posters include the same copy with different talent represented.



Cigarette Cessation,
I Got Closer to Finishing the Job 2 (Spanish)



Cigarette Cessation,
I Got Closer to Finishing the Job 4 (Spanish)



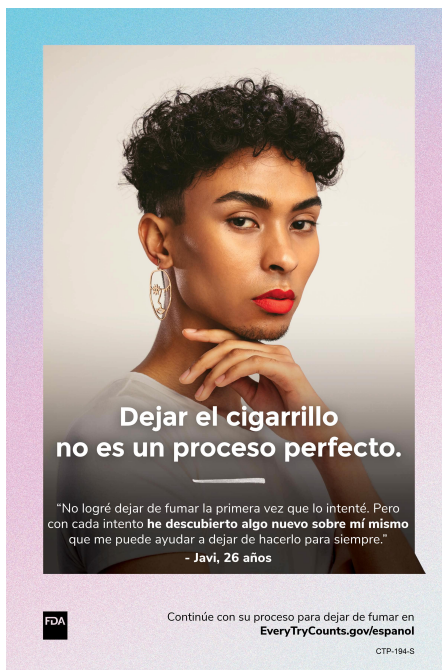
Spanish-Language Posters

LGBTQ+ Audience (18+)

Spanish-language posters include messaging that is designed to help reframe the concept of failure to inspire smokers to keep trying to quit with imagery specifically tailored to LGBTQ+ audiences. All posters are sized to 24in x 36in (width x height).



Cigarette Cessation,
Quitting Isn't a Perfect Process 1 (Spanish)



Cigarette Cessation,
Quitting Isn't a Perfect Process 4 (Spanish)



Cigarette Cessation,
Quitting Isn't a Perfect Process 5 (Spanish)



Spanish-Language Posters

Graphics Only (18+)

In addition to Spanish-language posters tailored for specific audiences, FDA created graphics-only posters for a general Spanish-speaking adult audience. These posters feature messages underscoring that quitting is a process and that it takes most smokers multiple attempts to quit for good. All posters are sized to 24in x 36in (width x height). Please note, the red featured in these posters is darker when printed.



Cigarette Cessation,
Quitting Takes Practice (Spanish)



Cigarette Cessation,
Quitting Is a Process (Spanish)



Sample Newsletter Content

Share information about FDA's new, free smoking cessation education posters through your newsletter, blog, or website using the content below. Feel free to edit the content to fit within your organization's communications protocols.

Discover FDA's New Smoking Cessation Education Posters

Exciting news! FDA Center for Tobacco Products is offering free smoking cessation education posters in English and Spanish that you can request to co-brand.

These new posters are part of the agency's ongoing efforts to reduce the enormous public health burden of tobacco use. [Cigarettes](#) are responsible for the vast majority of tobacco-related disease and death in the United States.

The posters use a positive, motivational tone to support smokers on their journey to quit cigarettes, while underscoring the health benefits of quitting. The posters are available in English and Spanish for diverse audiences, including LGBTQ+ smokers.

[Learn more about these new posters](#) and how you can request to co-brand them with your organization's logo.

Find even more [FREE tobacco education information and resources](#) from FDA.

